**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?

Prior to the introduction of web-based database forms, when organisations collected data they tended to do this by asking customers to fill out paper forms.

* 1. What were the problems with this method of collection?

The data on these forms would then be typed by a data – entry operator would validate the data by a number of methods, to ensure that the data entered was correct.

1. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.

The online typed directly by the customer, it is up to the person supplying their details to ensure that the correct data is entered, and it’s more readable and clear.

* 1. What is a potential problem with direct access?

A potential problem with this direct access is however, is that a customer can input incorrect data, but it won’t necessarily be picked up by electronic validation.

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?

It is most benefit to individuals who are housebound, such as the elderly or sick, or those with young children.

* + 1. What is meant by time-poor people?

People who don’t have enough time.

* 1. Feedback
     1. What is the nature of feedback sought?

The customer or member provides answers to the questions and, depending on what is asked, sometimes the questions tailor themselves to probe further through adaptive technology.

* 1. Online voting

With the advancement of technology, different methods of voting are being employed, such as electronic voting and online voting.

* 1. Social Networking

Social networking site such as Myspace and Facebook have facilitated the way individuals communicate with their friends and family.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.

PHP stands for hypertext pre – processor. Dynamic webpage content requires PHP code to be run and executed by the PHP runtime. PHP is very versatile, as it can operate on many web servers, operating system and platforms, and can be used with any relational database management system.

* 1. What is a dynamic webpage?

A dynamic webpage is one that changes as requested by the user. Dynamic webpages provide more flexibility than just looking at text and images. It provides for an interactive experience.

* 1. Give examples of dynamic webpages.

Google Map or Google Earth.

* 1. Explain the nature of ASP.

ASP stands for active server pages. ASP.net is a web application tool that assists in building dynamic webpages.

* 1. How does JavaScript differ from PHP and ASP?

PHP and ASP are used to make webpages dynamic and are used primarily on the server side of things. JavaScript are mainly used on the client side.

* 1. Back-end tools
     1. what type of information is sought by back end tools such as cPanel and Google Analytics.

What information was commonly searched for, the location of the visitors – whether they were from overseas or local – how long they stayed on the website and the websites they came from. Programs such as cPanel and Google Analytics are used to provide organisations with this type of information.

* 1. Cookies
     1. Describe the nature of a cookie.

A cookie is a small file that a web server stores on the user’s computer. Cookies typically contain data about the user, such as the user’s email address and web – viewing preferences.

* + 1. What information does a cookie typically contain?

Cookies typically contain data about the user, such as the user’s email address and web – viewing preferences.

* + 1. How can cookies be misused?

They can be misused as spyware.

* + 1. What is spyware?

A spyware is a file that collects small amounts of information about users without their knowledge. Typically spyware is hidden from user, and discreetly installed on the user’s computer without their expressed permission and hard to detect.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL

TLS and SSL are protocols used to provide security for communications on the Internet.

1. What is the role of HTTPS software?

HTTPS stands for hypertext transfer protocol secure, which is combination of GTTP and the SSL/TLS protocol.

1. Which port does HTTPS use? How does this compare to HTTP.

HTTPS begin with https:// and use port 443, whereas URLs using HTTP begin with http:// and use port 80. HTTP is not secure, thus allowing unauthorised people to access the data that is exchanged. HTTPS is designed to overcome this issues and is considered to be secure.

**Privacy Policies**

1. What is the role of privacy policies?

An organisation that collects data on individuals or other organisations usually has a privacy policy about how it uses the data collected and to whom it will disclose it. By laws, privacy policies must be located on a company’s website so that they are easy to find.

1. What data must a privacy policy contain?

The policy must include details about what data is gathered and how it is used.

**Shipping and returns policy**

1. What is the role of these policies?

The policy would provide guidance on how to return the item through the postal system, and the necessary data required to identify the order.